# BACK-TO-SCHOOL

PRODUCT MOVEMENT AUDIT

## Filler Paper Cost Drops; Push Eyed

**By M. Raymond Prendergast**
*president,*
*Boston Distributors*

The year 1982 was a banner one for the stationery, school supply, home-office products department at Boston Distributors as sales exceeded $10 million for the first time. Real growth surpassed 9% as many of our customers achieved sales increases in excess of 25%.

The school supply category remained the largest segment of the business despite significant gains made in the home-office area. The 1982 back-to-school season saw a continuation of the trend away from filler paper and into wirebound theme books. This trend was forced by retailers who increased the emphasis placed on theme books by advertising more wirebounds at sharper retails while not really de-emphasizing filler.

### Key Changes

In 1983 we expect the trend to be reversed as paper prices are falling drastically due to a glut of pulp on the market caused by 1982's low housing starts. Filler paper in the 200-count package will continue to be our leading item and will probably increase its gain over 70-count theme books, No. 3 on 1982's PMA.

We expect 200-count five-subject books to repeat as the No. 1 growth item in 1983 as the pricing of this sku will fall more than it will on lower counts due to its high paper content.

Fashion theme books and portfolios enjoyed a 17% increase during last back-to-school season with Smurf, Garfield, and Pac-Man experiencing strong sales in addition to our leading fashion license, Critter Sitter. In 1983 we expect Smurf, Critter, and Garfield to stay healthy where Pac-Man will go the way of other bygone stars. Newcomers that will make some impact are Care-Bears, McDonalds, and the new Star Wars books, but none of these will have the impact of a Smurf or a Critter Sitter.

The most significant growth at back-to-school came from the writing instrument category with erasable pens leading the way. One dollar rebate offers from both Scripto and Papermate afforded consumers a means to attain the hottest pens on the market without paying a dime. Although the rebates won't be available in 1983, we expect erasables to continue their rise as Bic introduces its

*(Continued on page 30)*

| 1982 Rank | 1981 Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| **SCHOOL PAPER AND NOTEBOOKS** | | | | | |
| 1 | 1 | Filler Paper Wide 200 Ct. | 650,280 | 0.99 | 643,778 |
| 2 | 2 | Filler Paper Narrow 200 Ct. | 406,920 | 0.99 | 402,851 |
| 3 | 3 | Spiral Notebook 70 Ct. Wide | 473,664 | 0.79 | 374,195 |
| 4 | 7 | Theme 5 Subject 200 Ct. | 81,408 | 1.99 | 162,002 |
| 5 | 5 | Theme 3 Subject 120 Ct. Wide | 97,848 | 1.19 | 116,440 |
| 6 | 11 | Mead Varsity Notebook 100 Ct. | 70,080 | 1.49 | 104,420 |
| 7 | 4 | Trapper Keeper Binder | 15,228 | 4.97 | 75,684 |
| 8 | 6 | Data Center Binder | 10,356 | 4.97 | 51,470 |
| 9 | 17 | EL Report Cover 3 Hole 2 Pocket | 125,475 | 0.39 | 48,936 |
| 10 | — | Pac-Man Portfolio | 66,528 | 0.69 | 45,905 |
| 11 | 29 | Stuart Hall Spiral Notebook 40 Ct. | 90,912 | 0.49 | 44,547 |
| 12 | 18 | Critter Sitter Portfolio | 89,712 | 0.49 | 43,959 |
| 13 | 13 | Spiral Notebook 100 Ct. | 34,884 | 1.19 | 41,512 |
| 14 | 8 | Organizer Binder | 8,148 | 4.97 | 40,495 |
| 15 | 35 | EL Report Cover 2 Pockets | 124,250 | 0.29 | 36,033 |
| **WRITING INSTRUMENTS AND ACCESSORIES** | | | | | |
| 1 | 1 | Empire Pencils 10 Pack | 293,880 | 0.79 | 232,166 |
| 2 | 3 | Scripto 3 Pack Erasable Blue | 129,648 | 1.49 | 193,176 |
| 3 | — | Scripto 3 Pack Erasable Black | 71,964 | 1.49 | 107,227 |
| 4 | — | Bic Biro 10 Pack Pens Display | 97,476 | 0.99 | 96,502 |
| 5 | 2 | Papermate Erasable Pen | 68,640 | 1.39 | 95,410 |
| 6 | — | Papermate 2 Disposable 3 Pack Blue | 62,040 | 1.49 | 92,440 |
| 7 | 4 | NFL 14 Ct. Pencil Display | 40,464 | 1.69 | 68,385 |
| 8 | — | Papermate 10 Pack Pens Display | 59,472 | 1.09 | 64,825 |
| 9 | 12 | Scripto Refillable Erasable Pen | 36,336 | 1.39 | 50,508 |
| 10 | 19 | Crayola Markers | 23,256 | 1.99 | 46,280 |
| 11 | — | Reliance 10 Pack Pencil | 46,128 | 0.79 | 36,442 |
| 12 | 14 | Carter Marks-A-Lot Black | 53,868 | 0.59 | 31,783 |
| 13 | 6 | Bic 3 Pack School Special | 50,269 | 0.59 | 29,659 |
| 14 | 10 | Bic Four Color Pens | 14,136 | 1.69 | 23,890 |
| 15 | 9 | Parker Jotter Ball Pen | 7,644 | 2.99 | 22,856 |

*(Continued on page 30)*

Smurfette (bottom row) joins other puzzle favorites including Linus (of Peanuts fame) and Minnie Mouse on endcap at Zayre, Miami. *(DSN photo)*


# YALE EXCELLENCE

## It's what makes Yale different

**Yale Excellence. It's in colorful, eye-catching displays.**
Attention-getting, self-serve merchandisers tailored to fit your space, Yale merchandisers come in 2-foot increments with five different header options. All will show off Yale products with or without mounted samples.

**Yale Excellence. It's in a strong Co-op program.**
A dynamic 5% co-op fund for your advertising of all Yale consumer products. And it's based on what you expect to buy in 1983, not on last year's actuals.

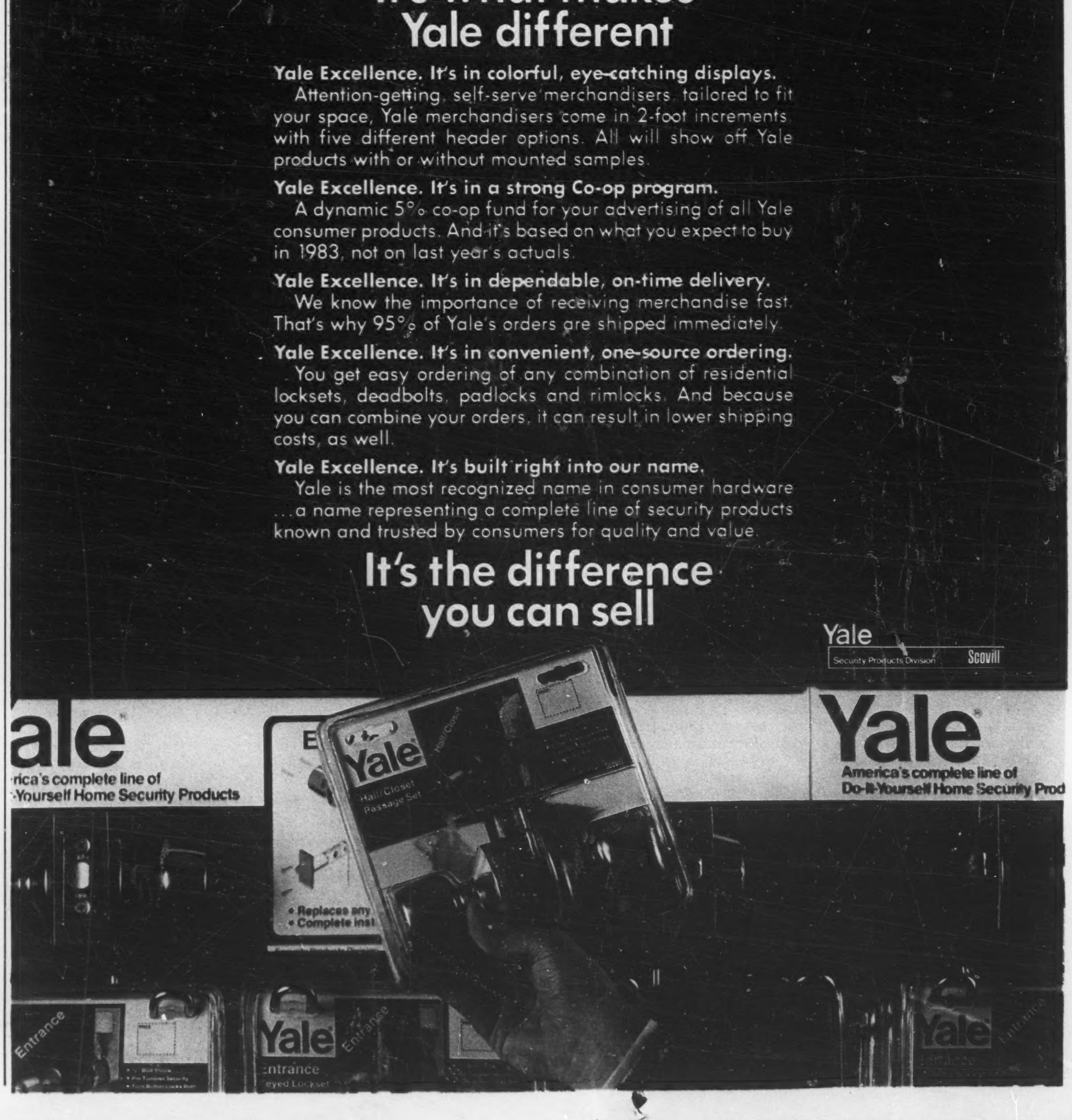
**Yale Excellence. It's in dependable, on-time delivery.**
We know the importance of receiving merchandise fast. That's why 95% of Yale's orders are shipped immediately.

**Yale Excellence. It's in convenient, one-source ordering.**
You get easy ordering of any combination of residential locksets, deadbolts, padlocks and rimlocks. And because you can combine your orders, it can result in lower shipping costs, as well.

**Yale Excellence. It's built right into our name.**
Yale is the most recognized name in consumer hardware ...a name representing a complete line of security products known and trusted by consumers for quality and value.

## It's the difference you can sell

Yale
Security Products Division Scovill



# BACK-TO-SCHOOL

## MISCELLANEOUS SCHOOL SUPPLIES

| 1982 Rank | 1981 Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 4 | Binney & Smith Crayola Crayons 24's | 58,440 | 0.99 | 57,856 |
| 2 | 1 | Binney & Smith Crayola Crayons 64's | 25,518 | 2.16 | 55,119 |
| 3 | 3 | Binney & Smith Crayola Crayons 48's | 19,872 | 1.88 | 37,360 |
| 4 | — | Muppets/Smurf/Snoopy Tote Bg Dsply | 9,360 | 3.98 | 37,253 |
| 5 | 10 | AHL Scissors Pointed 4½" | 43,392 | 0.79 | 34,280 |
| 6 | 25 | Spindex Combo Pocket Size Display | 17,136 | 1.99 | 34,101 |
| 7 | 1/ | AHL Scissors Blunt 4" | 42,732 | 0.79 | 33,759 |
| 8 | — | Alco School Bag Bus Display | 7,536 | 3.97 | 29,918 |
| 9 | 9 | Swingline Cub Stapler BC | 7,896 | 3.75 | 29,610 |
| 10 | 11 | Poster Board White | 110,800 | 0.25 | 27,700 |
| 11 | 26 | Swingline Tot Stapler w/1M Staples | 14,880 | 1.77 | 26,338 |
| 12 | 12 | Hunt Bulldog Sharpener Assorted | 6,876 | 3.09 | 21,247 |
| 13 | 23 | Swingline Cub Staples Box 1 M BC | 18,420 | 0.97 | 17,868 |
| 14 | 8 | Binney & Smith Crayola Crayons 16's | 19,752 | 0.79 | 15,605 |
| 15 | 64 | School Box | 33,630 | 0.49 | 16,479 |

## TAPES AND ADHESIVES

| 1982 Rank | 1981 Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 2 | Scotch Magic Tape ½ x 450 N | 97,440 | 0.79 | 76,978 |
| 2 | 20 | Scotch Magic Tape ¾ x 300 | 80,688 | 0.79 | 63,744 |
| 3 | 1 | Borden Elmers School Glue 4 oz. | 85,332 | 0.69 | 58,880 |
| 4 | 5 | Borden Elmers School Glue 1¼ oz. | 130,752 | 0.39 | 50,994 |
| 5 | 6 | Scotch Utility Tape ½ x 800 | 71,448 | 0.49 | 35,010 |
| 6 | 11 | White Paste 5 oz. | 48,528 | 0.59 | 28,632 |
| 7 | 9 | Krazy Glue 200 BX | 18,590 | 1.27 | 23,610 |
| 8 | 14 | Scotch Transparent Tape ½ x 1100 | 24,144 | 0.96 | 23,179 |
| 9 | 8 | PK Seal Tape 1½ x 100 | 8,088 | 2.76 | 22,323 |
| 10 | 10 | Borden Elmers Glue 4 oz. | 30,672 | 0.69 | 21,164 |
| 11 | 13 | Scotch Magic ½ x 800 | 17,208 | 1.19 | 20,478 |
| 12 | 15 | Refillable Dispenser | 14,544 | 1.39 | 20,217 |
| 13 | 30 | Pentel Roll & Glue | 20,904 | 0.88 | 18,396 |
| 14 | 17 | PKG Seal Tape 1½ x 400" | 11,580 | 1.55 | 17,950 |
| 15 | 32 | Krazy Glue Pen | 7,608 | 1.83 | 13,923 |

## PLAYING CARDS AND ACCESSORIES

| 1982 Rank | 1981 Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 1 | Trumph Bridge Cards Promotion | 97,488 | 0.49 | 47,770 |
| 2 | 3 | Maverick Poker Carded | 29,568 | 0.88 | 26,020 |
| 3 | 4 | Bicycle Cards Poker | 11,124 | 1.57 | 17,464 |
| 4 | 2 | Bee Cards Poker | 9,540 | 1.69 | 16,123 |
| 5 | 5 | Maverick Pinochle Carded | 13,920 | 0.88 | 12,250 |
| 6 | 7 | Maverick Jumbo Carded | 12,984 | 0.88 | 11,426 |
| 7 | 16 | Hoyle Poker Cards Carded | 6,528 | 1.54 | 10,054 |
| 8 | 12 | Hoyle Jumbo Poker Carded | 5,784 | 1.54 | 8,908 |
| 9 | 8 | Delta Poker Cards | 8,676 | 0.88 | 7,635 |
| 10 | 10 | Bicycle Cards Pinochle | 4,260 | 1.57 | 6,689 |
| 11 | 11 | Poker Chip Carded 100 Ct. | 3,156 | 1.99 | 6,281 |
| 12 | 15 | Hoyle Jumbo Pinochle Carded | 3,744 | 1.54 | 5,766 |
| 13 | 14 | Hoyle Pinochle Carded | 3,636 | 1.54 | 5,600 |
| 14 | 9 | Bee Cards Pinochle | 3,072 | 1.69 | 5,192 |
| 15 | 13 | Hoyle Vegas Dice Carded | 4,584 | 0.97 | 4,447 |

## TYPING SUPPLIES

| 1982 Rank | 1981 Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 1 | Typing Paper 200 Ct. | 88,716 | 1.49 | 132,187 |
| 2 | 2 | Liquid Correction Fluid White | 26,532 | 1.19 | 31,574 |
| 3 | 3 | Erasable Typing Tablet 40 Ct. | 24,000 | 0.89 | 21,360 |
| 4 | 6 | Typing Paper Tablet 40 Ct. | 20,640 | 0.79 | 16,306 |
| 5 | 4 | Mead Add/Calculator Rolls | 11,880 | 1.19 | 14,138 |
| 6 | 7 | Eaton Typing Paper Corraseable 16 lb. | 6,984 | 1.99 | 13,899 |
| 7 | 9 | Liquid Paper Typewriter Rbbn Universal | 6,882 | 1.99 | 13,696 |
| 8 | 8 | Typing Tablet Corraseable | 6,648 | 1.89 | 12,565 |
| 9 | 11 | Carter Expert Correction Tape | 9,192 | 1.19 | 10,939 |
| 10 | 15 | Mead Carbon Paper Poly Wrap | 8,988 | 0.99 | 8,899 |
| 11 | 13 | Liquid Paper Calculator Ribbon #15 | 3,552 | 1.89 | 6,714 |
| 12 | 12 | Onion Skin Paper 30 Ct. | 5,064 | 1.09 | 5,520 |
| 13 | 18 | Twin Spool Type Ribbon 04 | 2,568 | 1.99 | 5,111 |
| 14 | 5 | Typing Paper 100 Ct. | 3,996 | 1.24 | 4,956 |
| 15 | 19 | Twin Spool Type Ribbon 01 | 1,968 | 1.99 | 3,917 |

(Continued on page 31)

PMA® PRODUCT MOVEMENT AUDIT

## Filler Paper

(Continued from page 29)

erasables to the public.

Bic outscored Papermate in the important multipack pen segment at Boston with its new Biro, an item very similar to Papermate's Write Brothers. In both the erasable and the stick pen categories, the retailer has several good alternatives available with only marginal differentiation of quality. Price should be a key determinant of the final selection. Our writing instrument PMA was again led by 10-pack pencils, which don't seem to care about erasable pens. We expect the pencil category to experience intensified competition in 1983 as prices should decline.

The big per cent gainer in writing instruments last year was Binney & Smith's Crayola Marker, priced way above competitive products. Binney & Smith's packaging and the Crayola name made this sku, one of the big success stories in our department. We recommend merchandising the markets with the other Crayola products, including art kits, etc., in both the stationery and toy departments.

### Promising Area

The hottest new development in the school supply categories is the phenomenal rise of stickers. Always a basic of the department, stickers have taken the category by storm. We suggest merchandising stickers at register tips to take full advantage of the impulse nature of the profitable product.

One of the prime ingredients in the success of the school supply category has been the decision on the part of many retailers to promote the category on a year-round basis. Pencils, pens, theme books and filler paper can be promoted successfully through March and crayons,

(Continued on page 31)

## Gee Bee Plans Store No. 23

POTTSVILLE, Pa.—Gee Bee, the Pennsylvania-based discounter, recently announced plans to open its 23rd store in the Fairlane Village Mall here.

The store, scheduled to open this summer, will occupy the 80,000-sq.-ft. site of a former Woolco. The store will be completely remodeled and refixtured, a company spokesman said.


WARNING: CARE BEARS™ ARE A PROTECTED SPECIES.

American Greetings Corporation and the General Mills Toy Group companies including Kenner Products, Parker Brothers and Fundimensions have invested a great deal of resources to create and merchandise the loveable world of Care Bears™: Tenderheart Bear,™ Cheer Bear,™ Wish Bear,™ Bedtime Bear,™ Birthday Bear,™ Friend Bear,™ Good Luck Bear,™ Grumpy Bear,™ Love-A-Lot Bear,™ Funshine Bear,™ and their home above the clouds, Care-A- Lot.™

We will not tolerate anyone stealing Care Bear™ names, designs, tummy graphics or other trademarks. And we will bear down hard by vigorously pursuing any manufacturer, distributor or retailer who attempts to misappropriate these properties of ours.

To anyone contemplating "Bearnapping," remember: Care Bears™ don't bite. But we do.

Care Bears™

© AMERICAN GREETINGS CORPORATION 1983



The Promotional Center Started With Us!

TERRANOMICS

Retail Brokerage • Shopping Center Developers • Management • Acquisitions

Terranomics Companies
50 California Street, Suite 1235
San Francisco, CA 94111
415/421-5122

Remodeling Completed
Space Available
For Lease
BIG BEAR
HART
Redeveloped · Revitalized
Major Tenants: Big Bear Stores and Harts Stores
Park Center is located where people live, work, play and shop. Park Center is ideally located to serve the needs of a stable population with better than average standard of living. Park Center, ...located in the heart of Parkerburg's consumer population.
194,000 Square feet
Additional acreage available for development
Median income higher than state average
For additional information send for our FREE brochure
Contact: Brad Glazer, Glazer Enterprises
P.O. Box 37249, 320 Swifton Center, Cincinnati, Ohio 45222
Park Center
Call (513) 351-3252
Parkersburg, West Virginia

# BACK-TO-SCHOOL

PRODUCT MOVEMENT AUDIT

## Filler Paper

*(Continued from page 30)*

markers and glue can yield strong ad results throughout the year.

Much of the success of the home-office, stationery, and school supply department must be attributed to the increased sophistication which manufacturers have developed in the marketing of their products. While we see that significant progress has been made in this area, much improvement is still needed. Continued efforts in the improvement of packaging, improved trade allowances made available on a more frequent basis, more comprehensive co-op programs, and increased consumer advertising, especially in the home-office area, are just some of the strategies which could yield positive results.

Reflecting the general boom in licensed products, waste paper baskets show a wide range of trade-marked names at Murphy's Mart, Charleston, W. Va. *(DSN photo)*

| 1982 Rank | 1981 Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| **STATIONERY AND NOTES** | | | | | |
| 1 | 1 | Envelope 6¾" 100 Ct. | 207,384 | 0.79 | 163,834 |
| 2 | 2 | Envelope Legal 50 Ct. | 160,104 | 0.79 | 126,483 |
| 3 | 7 | Envelope Press Seal 40 Ct. 6¾" | 11,256 | 2.77 | 31,180 |
| 4 | 3 | Tablet Ruled 100 Ct. | 36,444 | 0.79 | 28,791 |
| 5 | 5 | Envelope Security 80 Ct. | 31,032 | 0.89 | 27,618 |
| 6 | 6 | Envelope Security 40 Ct. | 25,992 | 0.89 | 23,133 |
| 7 | 4 | Tablet Plain 100 Ct. | 23,472 | 0.79 | 18,543 |
| 8 | 10 | Palette Letters Tablet | 9,732 | 1.14 | 11,095 |
| 9 | 22 | Notes—Thank You Silver | 5,748 | 1.59 | 9,140 |
| 10 | 9 | Notes—Dec Assorted | 8,928 | 0.97 | 8,661 |
| **FILES AND DESK ACCESSORIES** | | | | | |
| 1 | 1 | Ballonoff Cabinet 2 Drawer 182WB | 1,122 | 39.88 | 44,746 |
| 2 | 7 | Tuf-file #10002 | 1,364 | 22.98 | 31,345 |
| 3 | 3 | Ballonoff Security Chest #1385 | 1,280 | 17.96 | 22,989 |
| 4 | 5 | Rockaway Cash Box H260 | 1,541 | 9.87 | 15,210 |
| 5 | 19 | Memo Holder 4 x 6 Smoke | 4,620 | 2.76 | 12,752 |
| 6 | 14 | Rockaway Security Chest H300 | 886 | 12.79 | 11,332 |
| 7 | 8 | Desk Tray (Without Cut Out) | 4,422 | 2.56 | 11,320 |
| 8 | — | Essletate 2 Drawer File Cabinet 14" | 274 | 36.44 | 9,985 |
| 9 | 4 | Ballonoff Porta File | 1,605 | 5.99 | 9,614 |
| 10 | 11 | Ballonoff Security Chest #1383 | 599 | 15.96 | 9,561 |

*Source: Stationery figures, for calendar 1982, were supplied by Boston Distributors, a division of Cook United, Maple Heights, Ohio. The figures cover 600 stores, including 360 discount stores in 18 states. Average retail prices listed by the distributor reflect typical price points for discount clients.*

## Hardware

*(Continued from page 13)*

A buyer for Prange Way said he just dropped the two sku's of Atari's home computers, opting instead to add a big-ticket Commodore.

He said the Atari machines were "too sophisticated" for Prange Way's market. His determination was based on low sales of the machines since October.

The chain will carry three sku's, with price points of $99, $150 and $400.

He said margins on the machines were a slim 5%, but that with the competitive back-to-school market, he "has to carry it." The "real" money, he said, comes from the sale of software.

But, not everyone is busy adding and trading for back-to-school. Some buyers, like Lou Bernucca at Lechmere, said that with all the names in the market, it was difficult to develop a competitive game plan.

He said he will stick with four sku's with pricing between $99 and $399. Margins, he said, were about 10%.

### Promotions Upped

He said the machines will be promoted heavily in the fall through rop advertising only.

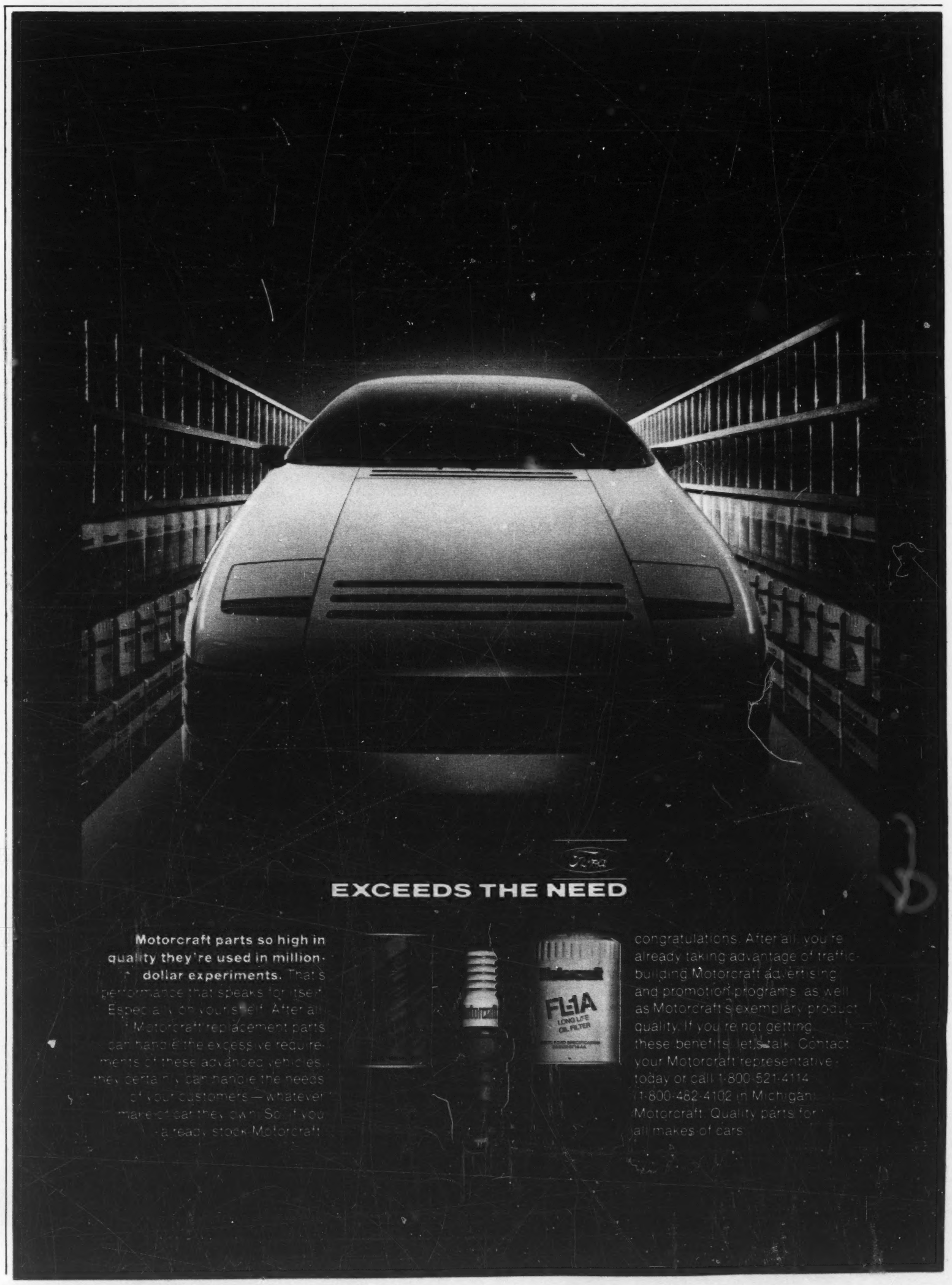
"The industry looks like scrambled eggs. With rop ads I can change a price, add software and announce new rebate programs quicker," he said. "I won't be locked into the early deadlines of the circulars."

Some buyers aren't taking the plunge into hardware at all.

Paul Johnston, consumer electronics buyer at Bradlees, said, "As of this moment we are not in or out of the market."

He said the company has formed discussion groups that are meeting regularly to formulate a plan of action.

"We are taking a wait-and-see approach," he said, adding the company would probably wait until the smoke cleared and some of the smaller manufacturers bowed out of the market.


Ford
EXCEEDS THE NEED
Motorcraft parts so high in quality they're used in million-dollar experiments. That's performance that speaks for itself. Especially on your self. After all, if Motorcraft replacement parts can handle the excessive requirements of these advanced vehicles, they certainly can handle the needs of your customers — whatever makes/cars they own. So if you already stock Motorcraft
congratulations. After all, you're already taking advantage of traffic-building Motorcraft advertising and promotion programs as well as Motorcraft's exemplary product quality. If you're not getting these benefits, let's talk. Contact your Motorcraft representative today or call 1-800-521-4114 (1-800-462-4102 in Michigan). Motorcraft. Quality parts for all makes of cars.
FL-1A
LONG LIFE OIL FILTER

4/15/83
C5150-3

# Ninth Annual PMA

**See Special Section—Pp. 9-60**

0007122 DEC830S
SRI ACQUISITIONS
CONGRESSIONAL SOURCE INFO
4520 EAST/WEST HIGHWAY
BETHESDA MD 20814


# Discount Store News®

*THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY*

VOL. 22, NO. 8 | Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc. | $2 per copy | APRIL 18, 1983

The new shops lining the back wall of Bradlees, East Hanover, N.J., are announced by rear-lighted graphics mounted on the endcaps. The merchandise display contains an assortment of items used in the particular room shown. *(DSN photo)*

## White House Won't Ask For Pro-RPM Legislation

By KEN RANKIN

WASHINGTON—Top Reagan Administration officials effectively ruled out any White House-backed legislation this year to revive Fair Trade-style resale price fixing against the nation's discount chains.

The decision, handed down at an eleventh-hour White House cabinet council meeting late last month, scuttled a plan by Assistant Attorney General William Baxter to insert language in the Administration's new antitrust law "reform" bill declaring resale price maintenance (RPM) may no longer be considered automatically illegal by the courts.

But, the cabinet-level action was anything but a clear-cut victory for discount store industry efforts to squelch the Justice Department/Federal Trade Commission campaign to promote manufacturer pricing restraints against retailers.

Significantly, the White House didn't formally repudiate the pro-RPM policy of Justice antitrust chief Baxter, nor did the Administration direct the Department to withdraw its pending appeal to the Supreme Court for a new, far less stringent legal standard governing supplier resale price fixing violations.

Officials at the National Mass Retailing Institute reacted to the cabinet level decision on RPM with a mixture of relief and apprehension.

"Of course this is a positive

*(Continued on page 68)*

## NMRI and AGMC Seek Anti-RPM Write-ins

WASHINGTON—The NMRI and AGMC have each launched a "grass-roots" write-in campaign to soften Congress and the White House for this week's resale price maintenance (RPM) protest rally in Washington.

"The time has now come to mount a full-scale offensive against the Government's refusal to enforce the laws banning resale price-fixing," introduced the National Mass Retailing Institute's call for action.

In addition to firing off letters to their Congressmen and the White House protest-

*(Continued on page 68)*

## Home-Store Concept Marks New Bradlees

By BRENT FELGNER

EAST HANOVER, N.J.—Elegant ambience is the key.

At the newest Bradlees store here, it invades nearly all departments from the old snack bar to the now blurred distinctions between hard and soft products for the home.

Nearly all of the merchandising modifications unveiled with its most recent store opening—the 24th in New Jersey—will be built into new stores, eventually working their way throughout the now 107-store chain.

The chain has been steadily upgrading and reformatting its stores for the past several years, making it a leader in upscale discounter environments. While this latest reworking has brought some new lines and higher price points into the store, its mix continues to remain firmly rooted in discounting.

"It's really the continuation of the home-store concept that began last year with the New London, Conn., opening," said Harry Kohn, executive vp, merchandising and sales.

Traditional groupings of domestics and housewares have given way to new groupings based on customer logic, intead of buying functions, he said.

The result of the reorganization has been the sectioning of the new categories into shops, separated by tall fixtures and

*(Continued on page 4)*

### Croissants Debut; Vive le Snack!

EAST HANOVER, N.J.—For some, the pièce de résistance of the new Bradlees is the new snack bar, no longer referred to by such a mundane title. Now it's called The Tulip.

The hotdogs, pretzels and popcorn were the only reminders of its old self.

Instead, new signs and boid colors dominated. The old stools were replaced by new ones with white wrought-iron backs curling down to bright green cushions.

There were major changes in the menu. Now offered are a variety of soups, salads—and eight kinds of croissants.

## 90 Macks Will Convert To Maxway Discounters

By STANLEY STEINREICH

MANCHESTER, Ga.—Macks Stores will convert its 90 variety-store units in North Carolina, South Carolina and Virginia to Maxway discount stores by the end of the decade.

The stores, now called Macks, will be renamed Maxway.

*DSN* learned of the plan at the recent opening of one such converted store here recently. The leased, 25,500-sq.-ft. store is considered the model for conversions to follow. The Manchester store became the eighth Maxway to open since 1980. The company said 29 other Macks will be converted by year's end at a cost of about $1 million.

"The areas we serve are ready for a discounter that offers branded apparel and quality hard goods at reduced prices," said vice president C. Wilson Sawyer. "The future of our company is in the soft goods area."

The Maxway plan, said Sawyer, is to have a mix of 50% soft goods and 50% hard lines. He said that currently the stores have a 45% and 55% mix, respectively.

"We would like to see the stores carrying 50% apparel and other soft items on top of that," said Sawyer. "The enticement is the high margins. But, I suspect it'll take another three years before we reach that mix."

In apparel, the stores already stock Calvin Klein jeans and fleece wear. Additionally, Levi's, Wrangler and Lee jeans are stocked. New Maxway arrivals are Jordache and Sasson jeans.

"Upgrading to major lines is a continuing process. As more lines open up to us you can be sure they'll be on the floor," said Sawyer.

MAXWAY

The chain had been considering the conversions since the late 1970's. He said they chose to wait until the start of this decade to take action because the business climate was right for high-quality discounters in rural markets.

But, sources within the company say the chain was prompted into the discount field by its Dutch parent company, Hema. They say that when Macks Stores was purchased by Hema in 1980, the foreign concern sought to increase profitability by converting the stores from a five-and-dime motif into a more

*(Continued on page 68)*

## Digest

April 18, 1983

**9th ANNUAL PMA**

• **DSN's annual Product** Movement Audit, besides listing best-selling hard goods for 1982, forecasts merchandising trends for 1983 as follows:

**Sporting Goods:** The most successful mix will balance hard and soft goods, not going overboard on the latter (p. 11).

**Housewares:** Microwave cookware will gain (p. 15). The bakeware mix is expanding (p. 25). Growth categories include woodenware, cutlery, textiles (p. 31).

**Electrics:** The styler/dryer mix will increase as chains prune slow sellers in most other categories (p. 33).

**Hardware:** A lengthening season should help lawn & garden (p. 38).

**Consumer Electronics:** Telephones will be the hot line; video games will stay strong as personal computers grow (p. 42).

**H&BA:** Ethnic hair care will be the fastest-growing category; the overall shampoo area will be stronger (p. 49).

**Automotive:** Seat covers should stay hot with a lot of action at the high end (p. 54).

**Index**


Catalog Showroom News .. 63
Classified ..... 65-66
Discounter Management Development Series .... 64
Editorial ..... 6
NMRI President's Corner ..... 6
Washington Beat ..... 6